Permit #F00035862

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00035862 **Type of Permit:** FILMING **Release Date:** 01/28/2011

Production Company ENTERTAINMENT LIGHTING SERVICES

Insured Company Name CITY EVENTIONS USA LLC

Contact Phone No. 1 818-769-9800
Contact Phone No. 2
Fax
Address 11440 SHELDON ST
SUN VALLEY, California 91352

Production Title KELLOGG S PRODUCT RELEASE

Type of Production Commercial - Internet

Producer Michael Monestime

Director Ellie Simcoe

1st AD Dave Derrick

Production Manager Hogan Carter

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Robert Chambers-Pullman
Primary Phone Mobile - 818-266-0992
Secondary Phone Office - 818-769-9800

Location Assistant Jonathan Essa
Primary Phone Mobile - 917-658-2499
Secondary Phone Office - 212-736-9400 124

Fees

Posting 600	$138.00
Permit Delivery Fee	$55.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY LANE AND STREET CLOSURE FEE	$312.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,370.00

Number of Locations 1

NOT A PERMIT

Permit #F00035862

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00035862	**Location Manager**	Robert Chambers-Pullman
Production Company	ENTERTAINMENT LIGHTING SERVICE...	Primary Phone	Mobile - 818-266-0992
Insured Company	CITY EVENTIONS USA LLC	Secondary Phone	Office - 818-769-9800
Production Title	KELLOGG S PRODUCT RELEASE		

Location Address 6801 Hollywood Blvd, Los Angeles, CA, 90028

Location Type Mall

Location Description KODAK THEATER/ HOLLYWOOD & HIGHLAND CENTER

Prep Dates 1/23/2011 - 1/29/2011 22:00 - 11:00

Film Dates 1/29/2011 - 1/29/2011 12:00 - 12:00

Strike Dates 1/31/2011 - 2/2/2011 22:00 - 08:00

Open or Closed to the Public Open

Generic Conditions
All travel lanes and bike lanes shall be closed per the WATCH manual.
May not interfere with adjacent traffic lanes
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD

Please see attached documents
ELS.Kelloggs.35862.HollywoodNS.PDF
ELS.Kelloggs.35862.CoProd.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	33
Cube Trucks	2
Generator	1
Scissor Lifts	2

Personnel on Location

Type	Quantity
Cast	3
Crew	30
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Camera on sticks; Equipment on property; Exterior Dialogue; Handheld equipment; Scenic set pieces to be constructed for shoot; Equipment vehicles parked against the flow of traffic within closure/posting; (Prep/Strike: 30 crew, constructing set pieces, no generator);

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** D4

Approvals

LOS ANGELES POLICE DEPARTMENT	Mark Buck
FILMLA. CLOSURES	Jodi Strong
LOS ANGELES CITY DEPARTMENT OF PUBLIC WORKS	Sharon Chun
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT	Fred Fowlks

Coordinator Note Must re-route all affected taxi and bus stops/zones

Coordinator Note No blocking of exits/entrances/driveways during prep/strike

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00035862	**Location Manager**	Robert Chambers-Pullman
Production Company	ENTERTAINMENT LIGHTING SERVICE...	Primary Phone	Mobile - 818-266-0992
Insured Company	CITY EVENTIONS USA LLC	Secondary Phone	Office - 818-769-9800
Production Title	KELLOGG S PRODUCT RELEASE		

No cabling or light setups during prep/strike
May not compromise fire/emergency protection systems without presence of UFSO

Coordinator Note UFSO (26823) canceled per Capt Fowlks; UFSO hire to be handled by LAFD - Public Assemblage

Parking

Base Camp
Location Type : Location
Street : 6801 Hollywood Blvd

Crew Parking
Location Type : Location
Street : 6801 Hollywood Blvd

Posting "No Parking" signs N/S Hollywood Blvd., Highland Av - West to mid-block crosswalk

Approximate Footage 301 - 600 **Log Number** 10240

Date(s) 1/29/2011 to 1/30/2011 **Time(s)** 00:00 to 00:00

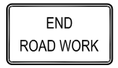
Lane / Full Closure N/S curb lane on Hollywood Blvd., Highland Av - West to mid-block crosswalk (Continuous closure 1/29 0000 - 1/30 1200 hrs)

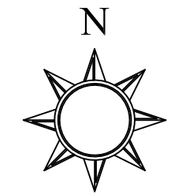
Approximate Footage 0 - 300

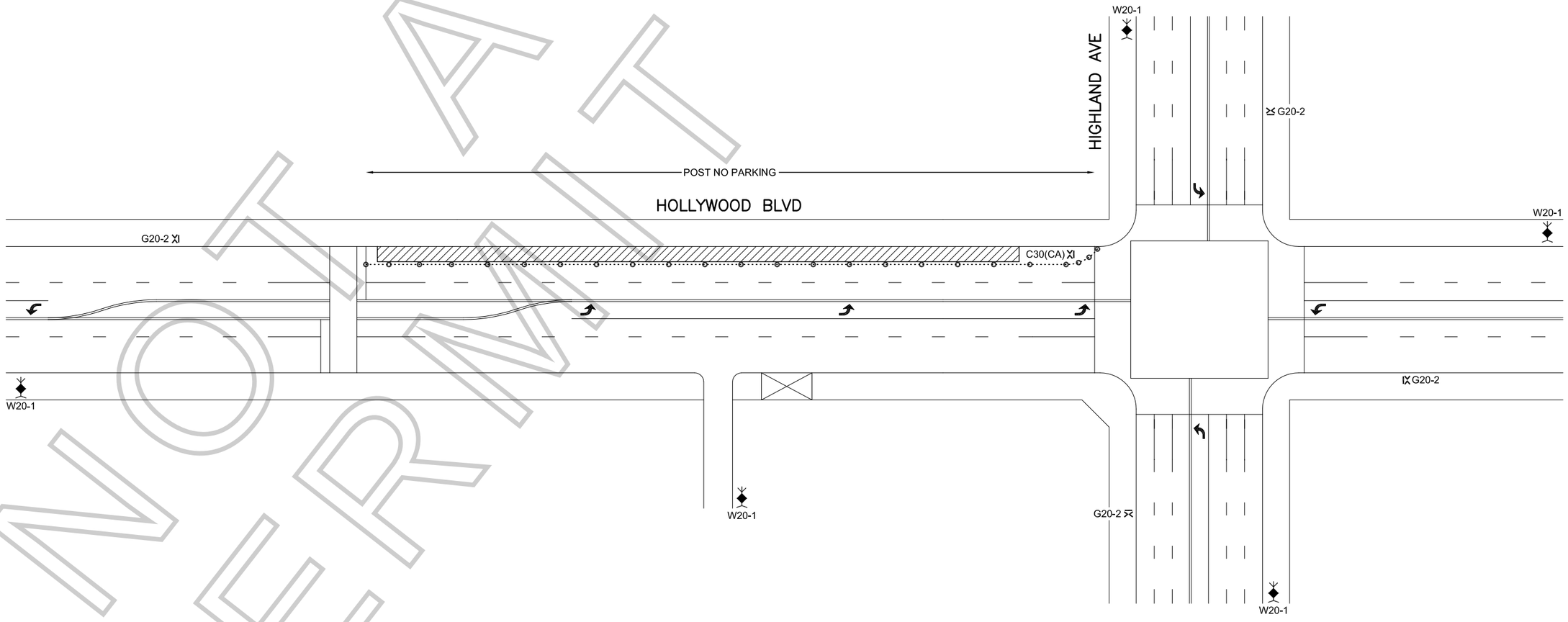
Date(s) 1/29/2011 to 1/30/2011 **Time(s)** 00:00 to 12:00

NOT A PERMIT

Permit #F00035862

W20–1	C30(CA)	 G20–2





NOT A PERMIT

HIGH LEVEL WARNING DEVICE	FLASHING ARROW BOARD
TRAFFIC BARRICADE W/ SIGN	WORK AREA
TRAFFIC CONE / DELINEATOR	FLAGGER
DELINEATION-MOUNTED SIGN	DELINEATION CENTERLINE

GENERAL NOTES:
1. ALL SIGNS, DELINEATORS, BARRICADES, AND OTHER TRAFFIC CONTROL DEVICES AND THEIR INSTALLATION SHALL CONFORM TO THE CURRENT EDITION OF THE CALIFORNIA M.U.T.C.D.
2. THE CONTRACTOR SHALL NOTIFY ANY AFFECTED TRANSIT SERVICES AT LEAST THREE WORKING DAYS PRIOR TO CONSTRUCTION ON ANY ROADWAY WHERE BUS SERVICE IS PROVIDED.
3. LOCAL AND EMERGENCY ACCESS SHALL BE MAINTAINED AT ALL TIMES.
4. THE CONTRACTOR SHALL CONTACT LADOT AT (213) 485–2298 TO POST TEMPORARY NO PARKING SIGNS.

COMPANY:
ENTERTAINMENT LIGHTING SERVICES

PROJECT NAME/ADDRESS:
HOLLYWOOD BLVD WEST OF HIGHLAND AVE

DATE AND TIME OF PROJECT:
1-29-11 @ 12:01 AM THRU 1-30-11 @ 12:00 PM

PHONE:	FAX:	SHEET NUMBER:
(626) 930-9292	(626) 930-9220	1 OF 1

PREPARED BY:	SCALE:
BEN @ RIGHT OF WAY, INC.	N.T.S.

Permit #F00035862

City eventions
ideas that move.
1333 Broadway Suite 502 New York, NY 10018 • 212 736 9400

January 27, 2011

FILMLA., INC.
1201 W. 5TH Street
Suite T-800
Los Angeles, CA 90017

RE: Kellogg's Product Release

This letter is to acknowledge that Kellogg's Product Release is a City Eventions USA, LLC and Michael Monestime production. As the production company City Eventions is providing the insurance and assumes responsibility for any and all restrictions, conditions and costs associated with FILMLA., INC. permits.

Entertainment Lighting Services will pay for the permits with a cashier's check, money order or cash and a representative of the Entertainment Lighting Services will be assigned as a contact person, responsible for signing and accepting FILMLA., INC. permits terms and conditions.

A copy of the insurance certificate is on file with the FILMLA., INC. If you should need any additional information or have any questions, please feel free to call us at (212) 736-9400.

Thank you,
Dwayne Willis

Signature Dwayne Willis
Name: Dwayne Willis
Title: Senior Account and Activation Manager
Company Name: City Eventions USA, LLC
Company Address: 1333 Broadway, Suite 502, New York, NY 10018
Company Phone: (212) 736-9400

NOT A PERMIT